

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { No. 19 SPRUCE STREET, NEW YORK.
{ No. 138 FLEET STREET, E. C., LONDON.

VOL. VII. NEW YORK, OCTOBER 12, 1892. No. 15.

IF THERE IS ONE MAN

who believes that the Post-Office Department of the United States is at present conducted honestly and impartially, he is recommended to obtain a copy of *Book News*, published by John Wanamaker, Philadelphia, and compare it with PRINTERS' INK.

The Department decides and insists upon two points.

First, "Book News" is a Periodical.

Second, PRINTERS' INK is a Circular.

As an illustration of the disingenuous methods of the Department, attention is asked to the following extract from a letter from the Third Asst. P. M. General, addressed to the editor of PRINTERS' INK:

"The Postmaster-General is not the publisher of *Book News*.
A. D. HAZEN."

Mr. Hazen's letter is published in full in PRINTERS' INK of Aug. 31st.

**Below is a reduced fac-simile of the first page heading of
"Book News."**

JOHN WANAMAKER
Publisher

\$7 a number
\$60 a year

BOOK NEWS

VOLUME 10

PHILADELPHIA, AUGUST, 1892

NUMBER 130.

Circulation

is an absolute requisite in order to make advertising profitable.

Circulation, however, may be worth very little.

This is the case when it is general or scattered.

Most advertisers follow their newspaper advertising with placards, circulars, samples, or at least see that their goods are on sale at the stores in the localities in which they are advertising.

To advertise medicines or other articles without making arrangements so that buyers can obtain them easily is not a profitable way of doing business.

Advertisers wishing to push their business in certain sections must use papers which have *local* circulations, otherwise their advertising cannot be properly followed up.



The Atlantic Coast Lists

afford advertisers opportunities for taking the New England, Middle and Southern States in sections. The circulation is thoroughly local.

An examination of our catalogue will show how easily sections of country can be covered at very small cost and at no annoyance.

One electrotype and one order only needed.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

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SKILL IN WRITING ADVERTISEMENTS.

By Foster Coates.

Many young men and women have either written to me, or called upon me, during the past dozen years that I have been engaged in newspaper work in New York city, seeking positions in journalism.

They invariably come empty handed. They are willing to do anything, they cheerfully say, but I have actually found that the "anything" referred to was to work out as best they could the ideas of some other man or woman. To most of these applicants I have frankly said that what was needed in the journalism of to-day is new ideas, original thoughts and suggestions for making newspapers more attractive to the reader.

What is true of the reading columns of newspapers and magazines is equally true of the advertising columns. Until late years, it seems to me, all effort has been concentrated in making the reading columns bright and attractive, and the advertiser has been permitted to spend his money much as he pleased. Fortunes have been spent in advertising and the money almost entirely lost, or at any rate without having accom-

plished very much, simply because of the ignorance of the advertiser and the poor judgment of the printer in not properly displaying and making the advertisement attractive to the eye.

The remedy for this is simple enough. Now that as much talent is concentrated upon writing an advertisement as in writing an editorial or a feuilleton, the man who spends money in advertising will receive larger re-

turns for his money, and the periodical taking the trouble to have advertisements set in attractive fancy type, properly displayed, will thus become more attractive to the general reader.

To my mind advertisements, to be read, should be just as attractive in style as literary features, and as much care should be bestowed upon them as upon any other work in either newspaper or periodical literature.

So, instead of recommending young men and women to enter the profession of journalism, I have always advised them that there was more opportunity for the display of talent, and more, vastly more, money to be made, and quite as much honor, too, in the advertising department of any publication.

The advertising field is illimitable. As yet the surface has hardly been



FOSTER COATES,
(Late Managing Editor New York Mail and Express—
now with the Advertiser.)

scratched. It offers more opportunities for money making than any other department of a newspaper or magazine. And its rewards are large and certain.

Perhaps the day is not far distant when every newspaper and every periodical will employ a talented man or woman to assist advertisers in preparing their announcements—the same as subordinate editors are now employed to lighten up and brighten articles that may be accepted for publication, but are hardly up to the standard of excellence set by the editor-in-chief.

I believe that such a person is absolutely necessary. And the chances are that he or she will be more valuable to the periodical, from a monetary point of view, than many of the high-priced editors.

GROWTH OF THE ASSOCIATED PRESS.

A good many years ago it was the custom of the New York daily newspapers to collect early news from incoming ship captains, and an arrangement for doing the work for the benefit of all parties in interest led to an association that took on the name of The Associated Press. It was not a firm or corporation; it was a simple agreement among half a dozen newspapers to pay the cost and divide the proceeds of certain work that had become necessary.

After a time other papers in New York, and newspapers in other cities, desired to obtain the advantages accruing from this arrangement, and whenever it seemed advisable terms were made.

In after years a right to share in this informal partnership became very valuable, and was spoken of as a "franchise." Such rights were guarded jealously and it finally seemed to become an established principle that no franchise should be sold to a newspaper without the consent of those in the same city who already possessed it.

The "Associated Press Franchise" became in some cases much more valuable than all the other rights and property belonging to a paper. Instances can be named where a moribund journal has been kept alive for a considerable time after it had ceased to be remunerative, until a customer should be found for the franchise, which would lapse if the paper ceased publication

and discontinued its contribution toward paying the cost of gathering and disseminating the news.

The sale of the New York *World* to Mr. Pulitzer is said to have been for a consideration of \$540,000, of which sum \$500,000, was for the Associated Press Franchise.

As this valuable right was in the possession of only five New York newspapers, the report that Mr. Jay Gould, a mighty operator in stocks, had obtained by purchase the control of three of the five votes was well calculated to create a feeling of consternation among newspaper printers and newspaper readers; for if true, he could edit the financial telegrams for the press of the country.

Since paper has become so cheap, and postage (except in the case of poor PRINTERS' INK) so low, there has been a vast increase in the number of daily newspapers; and as the Associated Press franchises were held high, or were in many cases wholly unobtainable, rival associations began to struggle for a foot-hold and after long effort began to show indications that they would eventually be successful.

If some of these new enterprises, with young blood and energy, and stimulated by prospective profit, should after a lapse of years render better service than an older institution, confident in its strength, and not always conciliatory in its methods, it is no miracle; but when one or more members of the old association come from it and throw overboard as worthless a right previously valued at half a million dollars, the announcement is startling. Such a condition of affairs brings out from the Chairman of the Executive Committee of the New York Associated Press the official admission that "the service has been allowed to become inferior to its standard," and while announcing a determination to improve matters, seems to admit the apparent fact that one of the strongest, most ably guarded and probably the oldest of all trusts, has not been able to protect itself from the inroads of competition originating primarily with persons whose aid would not be received when offered and whose opposition long caused scarcely so much effect as a derisive smile.

It is probable that the final result of all this shaking up, now so much a subject of comment, will be better service and real advantage all round.



Advertising WINES and SPIRITS.

By

John S. Grey.

OW should wines and spirits be best advertised? I do not mean as to mediums, because, with the exception of the still, small

ling Moselle" and "Clicquot" achieved most of their preliminary advertising, the latter march being hummed and whistled everywhere one went during the Franco-German war of 1870-71. There was hardly any danger of losing sight of the *object* of the song when trilling it, for the chorus, I remember, ran:

Clicquot! Clicquot! that's the drink to make you jolly;

Clicquot! Clicquot! drinking other wines is folly.

Clicquot! Clicquot! soon will banish melancholy.

Clicquot! Clicquot! that's the wine for me!

"Voice" and papers of that persuasion, one could hardly be wrong in using every kind of publication to advertise the articles named. In spite of the efforts of Prohibitionists, the foremost human weakness of to-day is the susceptibility to dispense and accept liquid hospitality whenever and wherever occasion requires. Some people have even been known to go out of their way to find or invent an occasion—but let that pass.

Good wines and spirits may be relied upon as certain sellers if their merits are properly made known. The champagnes that are most famous in the world to-day are only so as the result of extensive and judicious advertising. "Mumm," "Pommery Sec," "Piper Heidsieck" are familiar as household words to us, far more familiar—alas!—in the name than in the taste.

But though the demand for wines and liquors is pretty constant, in fact increasing, the number of brands on the market is gradually being augmented, so that keen competition renders special efforts necessary. In Europe it has been the practice to immortalize choice brands of wine by having their praises sung in the music halls by distinguished vocalists. Really good verses are set to really good and catching music, and are then sung by a competent singer in such a way as to make the song popular all over the land in a few weeks. In this manner "Moët & Chandon," "Spark-

Without apparently being forced, therefore, it will be seen that the advertised wine is mentioned eight times in the chorus alone, while its virtues were, of course, the burden of every verse.

It would be dangerous, however, to try this plan of advertising in America. Our people would resent anything of that kind, no matter how well written the words, or how catchy the music. We must confine ourselves to advertising in the legitimate way—through the medium of the newspapers and magazines—and although, as a general rule, "all the time" is the best time to advertise, there are certain seasons when wines and spirits should be more extensively and attractively announced. Needless to say these seasons are just prior to recognized holidays.

In magazines, cuts of a character similar to the above would be effective additions to the advertisement; in newspapers, illustrations are better dispensed with, because when at their best they usually print indifferently, and spoil, rather than add to, any effect your reading matter may have.

I have in mind some jingles which I

prepared some time ago for a Broad-way wine house, one of which runs : the subjoined suggestion might be used to advantage :

Sing a song of sixpence,
A bottle full of Rye,
Four and twenty guests around
Its excellence to try.
When the bottle's opened
And they find the liquor pure,
Everybody cries at once—
Cushing Process, sure!

But, though jingles can be advantageously used for advertising wines and spirits—for there is always an association between song and the social glass—it is desirable to make many changes, and brief, attractive prose is often necessary. Herewith I give a few suggestions of what I would believe to be effective advertisements of the business referred to. Any space might be used, but it will be noticed that in no case have I exceeded fifty words :

ANY PORT IN A STORM,

but in a moment of calm reasoning—try ours. It is the purest and best wine of its class. Good body, excellent flavor and great strength. Economical too for family use. Let it convince you itself.

Or this for a brand of rye :

OUT OF SPIRITS?

It's a bad time to fail in good spirits—the holiday season is approaching, you know. Just try Mount Vernon Rye—and you can raise your spirits while letting them down. Your guests will appreciate its excellent flavor.

This will go in two inches pica, single column, with bold caption—say two and a half inches with name and address. I think it should sell a few bottles of rye. Now for a jingle :

If a body treat a body
To a glass of Rye,
If a body tells a body
Which is best to try;
If the pair their eyes are winking,
Here's the reason why—
Ten to one they both are drinking
Belle of Nelson Rye!

Here is a suggestion, which I would have set in single column, pica, white space top and bottom, and without caption :

When you take a little wine for your stomach's sake, be sure that it is good—bad wine will injure your stomach and certainly cannot improve it. The best stores keep the best wine. You know ours is the best in town.

Or, as a novelty in matter and effect,

We have
been told
to put our
advertisement
in shape, and
have decided
that this is the
most suitable
shape for it. As we
have to write on our

bottled goods, we face the task with a Rye face, but in the best of Spirits. If an angel should write a story and lose it, he would have to come to us for a copy, because we re-tale good Spirits only. It's the same way with our Wines. One of our brands is likened by sea captains to New York, because it is such a good Port, and both our Spirits and Wines are gin-u-wine in every sense of the word. Pure, wholesome, mellow and rich in flavor, they are great family favorites, not the least of their good points being their comparatively low cost.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, Sept. 14, 1892.

As a practical note, American advertisers might as well bear in mind that it is very difficult to get anything well set up on this side, and this not only in country newspapers but even in some of the best publications issued in the metropolis. I wish Mr. Pasko would write some of his eminently practical notes on printing for some English printer's newspaper. There are a few technical journals of this kind which make a specialty of what they regard as good setting. Their chief idea seems to be that good setting means a copious use of "ornaments," combined with a plentiful exercise of the art called "type-torturing." The effects produced are painful. Consequently, I would advise any American advertisers who are coming over here, and contemplate the use of set-up advertisements, first to have the copy revised for this market—which is highly necessary—and then to have it set up in some good jobbing office in New York, and send over an

electro with the order. We make very good electrotypes here—if you go to the right people for them—and the price is one penny (equal to two cents) a square inch, mounted on mahogany base, type high. Type high in England is about seven-eighths of an inch; to be exact, it is the diameter of an English shilling. I do not think electros can be made cheaper than this anywhere. The three usual widths of newspaper columns—and a parent block should be made in each size—are 14, 15 and 16 pica ems. About six ems to the inch is safe to reckon—in case your ems are not the same as ours.

* * * * *

Hardly any amount of trouble will enable you to get setting that will please you here. It is a disagreeable confession for an Englishman to make; but it is a fact. I have occasion to exercise a good deal of trouble in getting copy set up, and I suffer a good deal from the perverse ingenuity of compositors, even on good papers, in setting up matter unattractively. Type founding is not an art that flourishes here, and when it does the effort seems to be, not to produce something which will tell effectively when it is used, but rather something that shall be a *tour de force* of delicacy and impracticableness. Printers are of course responsible—for what they buy will be made abundantly. Any printing office in London contains gorgeous impracticabilities like this in any quantity, and

SPAR

abominations which torture harmless letters out of all shape and comeliness like this likewise abound; but it is the

Society

solemn truth that only one printer in all England has a font of the type most used in the advertising pages of PRINTERS' INK. I mean this:

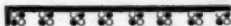
De Vinne,

and one to whom I showed it, being asked why he did not have such a font, answered that he would have no use for such a thing.

* * * * *

There may perhaps be some excuse for telling how I go to work in prepar-

ing copy. I write out what I want set up, indicating size, rules, etc., and leaving a wide margin each side. Then I take one or two copies of PRINTERS' INK and cut out the patterns of type which seem most appropriate, pasting them on the margin against each portion of the copy, with a general instruction at the head to match them as near as possible. How far this sometimes succeeds may be judged from the following. I was much impressed by the setting of E. C. Allen & Co's advertisement in PRINTERS' INK of July 13, and so I cut off a piece of the border used, and employed it as above in one advertisement I had written, with the instruction: Use a border like this:



What I got was something as different and unsatisfactory as possible.

In an earlier instance the request for a slightly ornamental border produced the following application of "combination rule." The design is hereby respectfully presented to the American public:



—the proprietor having no personal use for same. I do not enjoy finding fault with my own people for the instruction of others; but this is a technical note, and it ought to be made use of.

LESS TALK; MORE PRINTERS' INK.

Men wonder how the devil wins,
What great schemes he devises;
The secret is, when he begins,
The devil advertises.

It seems to me if godly men
Would pause a bit to think,
Thenceforth their battle-cry would be,
"Less talk; more printers' ink."

FRANK PUTNAM.

A member of the Russian secret police, who is short-sighted, happened to notice a placard at the top of a lamp-post in St. Petersburg.

Naturally his official soul was alert on the instant.

"Great Scott!" he exclaimed—in Russian, of course—"here's an incendiary notice about His Majesty the Czar. I must have it down."

He climbed up the post and brought it to the earth, where, by the light of the lamp above, he spelt out the following dangerous revolutionary and Nihilistic motto: "Wet Paint."—*Exchange*.

Advertising Ideas—All Sorts.

Advertisers sending specimens of their work for notice in this department should address their communications to "TOP O' COLLUM," office of PRINTERS' INK. General advertisers are invited to send advance proofs of new announcements, but only the best will be selected for reproduction. Nothing that appears in this column is paid for.

It is easier to learn from example than precept. A wide-awake advertiser is always interested to know what others are doing; but however watchful he may be, he cannot begin to keep up with all the clever ads that are appearing in the 20,000 newspapers now published in America. On this account the many specimens that have been reproduced in PRINTERS' INK have been gladly received. In this department it is proposed to have from time to time a little informal review of current advertisers, retail and general. I invite my readers to help me make this the most interesting corner of the paper.

Suppose we consider as a "starter" the problem of advertising an article of common consumption—a staple which varies in price according to the quality. Such an article is a sponge. What chance is there here for ingenuity? Some dealers I know would answer the question by some such announcement as this: "We have all grades and qualities of sponges, at prices that defy competition." That is commonplace! There is much that is interesting about sponges, yet an exhaustive talk is pretty certain to be prosy. What is wanted is something snappy and to the point—that will connect your name with sponges in the mind of the reader. Here is the effort of a New England druggist to accomplish this end:

WEBSTER SAYS

"A porous or fibrous substance regarded as of the nature of a compound animal, found adhering to rocks and shell under water."

This is sponge, and perhaps you thought it vegetable in origin.

If you make this mistake 'tis a common one, but make not another, buy the next sponge of us, we have all the desirable sorts at prices as ROCK-BOTTOM as the spot on which they grew.

H. H. HAY & SON, Middle St.

This seems to me to be a good every-day ad. While it may never set a river afire the space has been intelligently used. Here is a different treatment by the same advertiser:

AN ABSORBING SUBJECT

both as regards water and public interest, these sponges we have been showing the past week.

The quantity, quality, variety and price make them attractive to any one who has sponge in view for any purpose whatsoever.

If you allow them to absorb your attention for even a few minutes we will assure you that we will not absorb too much of your finances in return.

Here is a suggestion for combining the newspaper advertisement with the window display:

Some sponges can be seen in the windows of H. H. Hay & Son's pharmacy on Middle street. Every window is completely filled with sponges of all kinds and sizes. It is a unique and attractive window, and very suggestive for Saturday night.

At a time when prize-fighting is attracting public attention the following is an inoffensive way of utilizing the popular craze:

THROWING UP THE SPONGE

is not our present intention, but if you will notice our show windows this week you cannot doubt that Sponge is the theme we want to enlarge upon.

There is no other article so unsatisfactory to buy, and no other so difficult to sell. We realize this, and have gotten together an assortment of high, medium, as well as the notion store bargain grade, and feel confident we can satisfy you, whatever your needs may be. The bath, toilet, carriage and stable varieties all are represented.

A just criticism that might be made upon all the ads quoted so far is that the sentences are too long and involved. "Ands" and "Buts" could be cut out to advantage in numerous

places; new sentences could be started at the points of excision. Thus the thread of thought is more easily followed. If something less wordy is wanted the following will do for a change:

SPONGE As a Necessity.
SPONGE As a Luxury.
SPONGE As a Bargain.
WE HAVE ALL GRADES.

When the effort is made it will be found that there are many sides on which so simple a subject as a sponge may be touched.

Can
You
Tell
A Sponge
when you see it

?

Probably you couldn't if you were to see one in the natural state. Before it is made ready for market it is a slimy, ugly thing. What we know as a sponge is only the skeleton of a sub-marine animal. There is a great difference in sponges. If you are not a judge come into our store the next time you want something in our line and we will gladly post you. We always like to deal with an intelligent buyer. It is so much more satisfactory unless one's goods are poor.

JOHN SMITH & CO.,
Druggists.

For his announcement in Saturday's paper, for example, the wideawake druggist will conceive of the idea of throwing into prominence the heading, "Tub Night," following it up with remarks on bath sponges. He will take advantage of the opening of schools by discoursing on the vile, disease-breed-

ing sponges that are sometimes sold to children for use on slates, and a few judicious remarks on the custom of re-vamping and selling sponges that have seen service before, will tend to make people in general more cautious buyers.

"I drink no more than a sponge."

—Rabelais.

How much liquid do you suppose a sponge will hold? True enough, it depends on the size; but, take a good big sponge, will it "drink" a tea-cupful or a pint, think you? Come into our store on Smith Street some day and we will try to satisfy your curiosity.

P. S.—Perhaps Rabelais was not such a great abstainer as he would have us believe.

JOHN SMITH & CO.

It is not so much my idea to furnish model advertisements as to throw out suggestions which the business man, with his better knowledge of his own field, may adapt to his taste. If any one thinks the examples shown are bad or can suggest improvements, I shall be glad to hear from him.

Top O'Collam

AWFULLY INTERESTING.

It is an awfully interesting paper, this **PRINTERS' INK**. Your friend,
 MELVILLE D. LANDON,
 "Eli Perkins."

"The Colonial Club."

Well knowing Eli's reputation for judgment and veracity, **PRINTERS' INK** cannot refrain from reproducing the above testimonial.

Two Bottles Would Cure All That.
 —Dr. Squills: Say, we must send a bottle of our liver cure to Mr. Longfellow Lillipad, the Gowanus poet.

Assistant—Why?

Dr. Squills—I have just read his last poem in the *Wayup Magazine*, and he has all the symptoms that the Universal Peptic Panacea cures. He has "wondrous weariness," "undefined desires" and "heart-haunting pains."

ENGLISH REPORTERS.

From the North American Review.

In America I have frequently heard people say that they never saw an old reporter, and express wonder as to what became of reporters after they reached thirty-five or forty years of age. No one who knows Fleet street intimately would make such a remark concerning English reporters. There are hundreds of men in London and all over England between fifty and sixty-five years of age, who are still at work as reporters, and are turning in their copy exactly as they did thirty or forty years ago, when they were sent to do their first "turn" at the Police Court, or to attend their first meeting of the Town Council. By this time they are no doubt more adept at their work, but the work itself is characterized by no more individuality or originality than their very earliest efforts. Men of this class, even when not advanced in years, would be hopeless failures in America. Many of them have never in their lives turned in a special, or written an account of anything to which they were not assigned, and would be all at sea if their stenography were no longer available. They could not comprehend the dictum of the Chicago city editor, who instructs new members of his staff that any incident in the street which causes twenty people to pause to see what is going on, is, if neatly handled, good enough for a news item. They know nothing of "scoops" or "exclusives"; they are ignorant of the pleasurable intoxication arising from a really good scoop, and alike also of the wrath of the city editor and the gloom and depression which follow being scooped. If English reporters of this type were put on the unassigned list on an American paper, and told to turn in specials to be paid on space, they would not earn their car fares.

The life of reporters in London is much easier-going than in New York or Boston, and needs far less alertness and brains; but there is not half the adventure connected with it that there was even twenty-five years ago. Nowadays the ordinary reporters are seldom sent beyond the city limits. All the papers take the services of the press association and of kindred news-gathering organizations, and thereby cut off their own staffs from the travel and incident which they enjoyed in the days

when telegraphy was in its infancy and each newspaper sent its own men up and down the country. When Parliament is out of session, there are many men attached to the London morning papers whose day's work is represented by a twenty-line paragraph. The interview is being gradually adopted in London, and, to some small extent, it is introducing a little more incident into the work of newspaper reporters. We have not yet gone the length of sending a reporter to a manufacturer or a merchant to ask whether it is true that his notes have been stopped at the bank, as it was once my fate to do in St. Louis. But we are moving in that direction. A week or two ago, the *Globe* sent a reporter to ask the managing editor of the *Daily Telegraph* whether it was true that this paper was about to desert the Unionist cause. That was rather a domestic question, and so were those which a few days later were put to Messrs. Ingram Bros., of the *Illustrated London News*, who were asked by the interviewer whether it was true that their mother, an old lady of 80, was about to marry Sir Edward Watkin, M. P., the Jay Gould of the English railway system, who is 74 years of age.

There is not nearly so much *esprit de corps* among the English reporters attached to the same journals as there is in America. The newspaper offices in London have no large halls in which the reporters meet the city editors, write out their copy, and associate with one another. Reporters on the same staff frequently do not see each other for weeks together. The instructions as to assignments are sent to reporters by mail, and all that is necessary is that the work should reach the office in reasonable time. The men write out their copy at home or at their clubs, send it in by messenger, and sometimes do not themselves go near the office from one pay day to another. Nor is there anything like the same loyalty to work and to paper among English reporters as there is among Americans. "The Manchester *Guardian* does not want zeal, it wants a column," is a remark attributed to one of the London reporters of that journal, who, while attending a meeting at Westminster, was apprised that another meeting of great importance to his paper had been unexpectedly called in an adjoining room. The reporter had been instructed to do a column of the meeting he

was at, and it was no concern of his if another meeting of equal importance was missed altogether. It has been said of another well-known journalist, who is now an editor, that in his reporting days, if he had been returning from a trivial meeting at the Mansion House, and had noticed on his way to Fleet street that St. Paul's Cathedral was on fire, he would not have thought of apprising the city editor of the fact.—*Edward Porritt.*

PROMPT CONSIDERATION NOW EXPECTED.

The unsuccessful attempt made by the publishers of PRINTERS' INK to find out from the Post-Office Department what changes would be necessary to entitle the paper to second-class rates was laid before our readers on the front page of last week's issue.

In connection with his brusque refusal, Mr. Hazen was good enough to promise that after the return to the city of the New York official who had readmitted PRINTERS' INK, "the case shall again have prompt consideration."

Having in mind a pretty lively sense of what is meant in the Department by "prompt" and "consideration," the publishers of PRINTERS' INK believed it advisable to lay before Mr. Hazen the facts set forth in the following letter:

NEW YORK, Sept. 30, 1892.

HON. A. D. HAZEN,
Third Assistant Postmaster-General,
Washington, D. C.

SIR—In your communication of the 28th, wherein you inform us that you write what Mr. Wanamaker told you to write, you state that it is "alleged in many quarters" that our object in writing is something other than to gain information. Letters from the Department seem to have been written with this

allegation in mind, for rarely has one conveyed an answer to a question asked, but has generally consisted of a promise to give the subject consideration or an erroneous statement that the question asked has been already answered.

You now denominate PRINTERS' INK a "business circular," recognizing that the case made out by Mr. Rowell's letter of August 1, in answer to Mr. Wanamaker's of June 24, proved that no other objection urged by the Department had ever had any foundation in fact. If PRINTERS' INK is a periodical as legitimate as *Book News*, issued by the Postmaster-General, then the official interference from which it has suffered is unwarranted.

You are, perhaps, aware that Gen. J. S. Clarkson, Hon. Whitelaw Reid, Mr. Murat Halstead, Mr. Elijah Halford, Mr. M. M. Gillam, editor of *Book News*, and many thousand other journalists in every part of the United States, entertain the opinion that PRINTERS' INK is a newspaper.

You are now aware that its subscriptions are bona-fide, paid for in a legal way, are obtained upon a plan reviewed by Mr. E. Rosewater, of the *Omaha Bee*, acting in our behalf, in an interview with Judge Tyner, at the office of the Department, in the early part of the year 1890; and that the said plan then had Judge Tyner's approval, and that that approval has never been withdrawn.

Your promise that the case shall again have consideration is gratefully received, and we submit the above facts to assist you in arriving at a conclusion.

We are your obedient servants,
GEO. P. ROWELL & CO.

MAKES THE ENGLISHMAN TIRED.

On receiving prospectus of PRINTERS' INK I subscribed for a year, but each number seems to contain little besides a detailed account of your quarrel with Wanamaker. This is of no earthly interest to English subscribers and I should imagine of very little to American advertisers, for whom, I presume, the periodical is intended. Can't you give us some news and leave Wanamaker alone? We naturally think we are not getting our money's worth when five pages are devoted to details of a private quarrel.

Nobody cares about you or Wanamaker—over here at any rate. So pray give us a little more news and a little less personality.
100 Fleet St. E. J. MAY.

The Globe
Daily, Sunday, Weekly.
Boston.

Oct. 4th, 1892.

Dear Sirs:--

Will you kindly put Genl. Taylor and myself on the subscription list of Printer's Ink for 25 years.

Yours sincerely,

Chas. H. Taylor & Co.

Geo. P. Rowell & Co.,
10 Spruce Street,
New York.

More Press Opinion.

From the Allport (Pa.) Courier.

OFFICIAL SPITE.—After leaving the little journal in suspense for several months, Postmaster-General Wanamaker has come out with a long-winded epistle setting forth his various reasons for not admitting PRINTERS' INK to second-class mail rates. Any one who has seen PRINTERS' INK does not need to be told the value of that bright and attractive little journal, and Wanamaker's decision concerning it is so evidently prejudiced and tyrannical, and his charges against it so trivial, that there can be no question but that the whole matter is but a piece of spite-work on the part of the Postmaster-General.

An official who so abuses the powers of his office to cripple a wide-awake, useful journal like PRINTERS' INK, with a circulation of 50,000, should be remanded to his Sunday-school, where the effects of his petty spites will be less far-reaching.

From the Indianapolis Sun, Sept. 6.

Mr. Postmaster-General Wanamaker, whose selection was conceded to be one of the necessary mistakes of the Administration, made a ruling not many months ago against a very desirable technical publication known as PRINTERS' INK. It is a small and mighty interesting periodical, and every recipient would gladly exchange the weight and space taken by other accepted second-class matter for that once accorded to PRINTERS' INK. In this connection it is pertinent to observe that Mr. Wanamaker has permitted to go through the mails as second-class matter certain leaflets or supplements to weekly Republican newspapers. The subscription price is set down on the publication at 12 cents a year. Considering the amount of matter that it embraces and the weight that it adds to the bulk of second-class matter, one is constrained to admit that the editor of PRINTERS' INK made the mistake of his life when he didn't print a little protection and reciprocity argument in the columns of his paper, and thus smuggle it through the mails despite the opposition of John Pay-his-way Wanamaker.

From the Quincy (Ill.) Herald, Sept. 13.

WANT WANAMAKER'S WOOL.—The Post-Office Department is making a good many enemies among reputable Republican journals throughout the country, who take exceptions to the arbitrary rulings of Mr. Wanamaker. Some of them propose to wreak vengeance on the Administration itself. The war between PRINTERS' INK and the Post-Office Department is a case in point whereof the public has wide knowledge. PRINTERS' INK is a weekly publication having a large circulation, and certainly occupies a legitimate field—at least such is the unvarying testimony of the newspapers of America. But because the publication is issued in the general cause of the science of advertising, the Postmaster-General has denied it admission to the mails at second-class rates and the publishers are compelled to pay the same postage as a transient mailing, at an increased expenditure of \$500 per week, which probably removes all idea of profit from the business office of the publication. Newspapers all over the country have taken hearty exceptions to the ruling, which is manifestly an unjust one.

From the Argentine (Kan.) Eagle.

A PIG-HEADED OUTRAGE.—PRINTERS' INK of Aug. 24 contains over eighteen pages of Postmaster-General Wanamaker's letter telling why PRINTERS' INK is ruled out of the mails

as second-class matter, and Mr. Geo. P. Rowell's reply to every point in the controversy. A careful perusal of the whole matter ought to convince Mr. Wanamaker of a fact long since discovered by the reading public; i. e., that Wanamaker is not only wrong, grievously wrong, but is perpetrating a pig-headed outrage that inflicts an injustice upon one of the most valuable journals in the United States; and, if Wanamaker's scheme to crush PRINTERS' INK were successful, would not only ruin as legitimate a publication as exists, but would destroy one of the greatest of aids to all legitimate publications. But Wanamaker will not succeed in crushing PRINTERS' INK, but the country will see another illustration of the fact that a great journal, firm in the right, will in the end triumph over even as formidable an enemy as a Postmaster-General of the United States.

If Wanamaker's stupid ruling in this case were to be applied all around, there would not be what he calls a "legitimate publication" in the country.

As the publishers of PRINTERS' INK are thus compelled to pay, or, we should say, are robbed of \$500 in unjust postage demands every week, it looks as though the tradesman from Philadelphia will never get his ideas above the profits of the bargain counter. He has discovered in PRINTERS' INK a very profitable bargain counter and proposes to bleed it by official highway robbery that the post-office receipts may be swelled to the (dis)honor of his pig-headed nibs.

From the Ridgeway (Pa.) Democrat, Sept. 15.

HARMONY?—The unseemly squabble being indulged in by Postmaster-General Wanamaker against PRINTERS' INK, published in New York city—Geo. P. Rowell, publisher, a Republican—has caused not a few "breaks" by Administration newspapers, and which appears to be spreading, to the great distress of the g. o. p.

From the South Boston News.

The Boston Post-Office employees have no love for the present Administration. They assert that it is "mean" in its treatment of the men, and that the Democratic ticket will get a big vote from the Post-Office force this year.

From the Press and Printer, Oct. 1, 1892.

PRINTERS' INK was excluded from second-class postage at the beginning of 1892. But it still lives. Before the beginning of 1893 its rights will be restored.

FRIENDLY HINTS.

A Special Message from
W. D. SHOWALTER,
Newspaper Man, With Ideas,
117 Nassau St., NEW YORK CITY,
October 5, 1892.

Editor of PRINTERS' INK:

Why do you not get a hundred or so of the Republican political leaders to write personal letters to Harrison in condemnation of the effect the P.-O. Department's action in regard to PRINTERS' INK will have on the election?

And why not frame a letter to both Harrison and Wanamaker, supporting the claims of the paper, to be signed by every leading Republican editor in the country? You could get such signatures.

Prepare a readable paper on the methods of the Post-Office Department, illustrated, referring especially to the case of PRINTERS' INK, and furnish electros of it to every leading Democratic paper as campaign matter.

W. D. SHOWALTER.

Correspondence.

A REPUBLICAN SUGGESTION.

205 North Lafayette St., }
 GRAND RAPIDS, Mich., Sept. 21, 1892. }
 Publishers of PRINTERS' INK:

Allow me to suggest a good way to get "Old" Wanamaker out of the Cabinet. You may have thought of the same thing, but I believe it is a good one, and would show him he is not desired there by the majority of the American people:

Have printed for general circulation petitions asking him to resign and obtain many thousand signatures to them, then send them in to his highness and see what an effect it would have on him. You would have no trouble in filling out a large quantity of these blank petitions. I am certain he is very obnoxious to the general public, and they would not hesitate to express their sentiments through this channel. I have known obstacles of this nature removed from the public by this same method.

Pardon the suggestion, it not acceptable. I think you could receive manifestations of sympathy all over the land if you would try this.

Yours respectfully, L. D. SANBORN.

A FAULTLESS AGRICULTURAL PAPER.

NASHVILLE, Tenn., Sept. 20, 1892.

Editor of PRINTERS' INK:

I am a firm advocate of PRINTERS' INK, and consider it authority on matters pertaining to advertising, rates, etc. To settle a dispute which has been by mutual agreement left to you, will you please answer the following as soon as possible: What is space worth in a high-class monthly agricultural magazine with a guaranteed average circulation of six to seven thousand among the wealthiest people of the section in which it circulates? When I say six or seven thousand, I mean that the paper has that many actual subscribers who take it, read it, and bank on what it says. The prospective paper referred to, to be an absolute authority on matters agricultural, and to be gotten up in the best of style, printed on book paper, etc.

What would be a fair rate per line, or inch, for short-time business and what for yearly contracts?

I am informed that trade papers, claiming similar circulation in the South, get a shade above a dollar an inch for yearly contracts and considerably more on short-time orders. Do you think this a fair rate for an agricultural monthly of faultless "get-up" as regards matter and "make-up"?

Please answer the above, giving your candid opinion, at as early a date as possible, and oblige

ONE OF YOUR ADMIRERS.

A dollar would be cheap; but is there any such paper?

"BETTER TO ENDURE THE ILLS WE HAVE."

THE INDEX,
 LAKIN, Kan., Sept. 10, 1892. }

Editor of PRINTERS' INK:

The editor of the Queens County (N. Y.) *Republican* must be, as we say in the West, "a thin-skinned Republican," or he would not indorse or advise such methods as he suggests in our favorite, PRINTERS' INK, published on the first page, September 7th. I feel as much

interest in your controversy with the Post-Office Department as he does, but his zeal outstrips his better judgment.

Let me say that it is "better to endure the ills you have than to fly to others that you know not of."

But I have a higher opinion of your Republicanism than that, and will not dwell on such absurdities.

Your cause, however, is our cause, and Wanamaker, as well as some other officials who are apparently controlled by their prejudices, will be missing from the slate when President Harrison makes up his Cabinet for the next four years.

Keep the controversy before the newspaper men of the country, and rest assured that "the power behind the throne" will eventually "render unto Cæsar the things which are Cæsar's"—i. e., the right to use second-class facilities for all legitimate publications.

Yours fraternally, F. B. FRENCH.

WANTS.

Advertisements under this head, 6 lines (36 words) or less, one time, \$1.00.

WANTED—Canvassers to obtain subscriptions and advertisements. Address PRINTERS' INK, 10 Spruce St., New York.

PREMIUMS wanted for a woman's monthly magazine. Send catalogue, with prices, to B. L. ARMSTRONG, New London, Conn.

WANTED—Purchaser for two-thirds interest in long-established publication; half cash, half advertising. About \$1,000.00 required. Address "OTHER PAPERS," care Printers' Ink.

WANTED—A competent newspaper man to take charge of business of daily in a city. Must invest \$3,000 to \$5,000. If suitable party, may control. Address "H. V. A.," care Printers' Ink.

WANTED—A competent, reliable man, jobber and pressman; country weekly; situation permanent. One capable of taking full charge of office preferred. Address "X. L. R.," Printers' Ink.

WANTED—A reliable agent, to take charge of advertising department of a monthly publication having a circulation of 5,000 among office men and lawyers. Address "G. H. T.," P. O. Box 609, New York.

WANTED—To purchase an interest in, or the whole of, established daily paper. Prefer Eastern or New England States and Republican or Independent evening paper. Address "EVENING," care Printers' Ink.

ALL kinds of adv. matter distributed; signs nailed up and painted; in entire west half Minn. and North La. Honest work. Fair prices. Reference and bond if desired. VALLEY-DELTA ADV. CO., Vicksburg, Miss.

CAMPAIGN BADGE AGENTS WANTED.—The largest and best variety in the market: one-cent stamp for illustrated catalogue. ROBERT SNEIDER, Maker of Ribbon Badges of all kinds, 145 Fulton street, New York.

WANTED—A correspondent in Chicago familiar with the newspaper and advertising business to write regular letter of news and gossip for a weekly paper. Address, stating terms, "TURNER," care Printers' Ink.

WANTED—A man who can see my advertisement and not want to read it. Send for specimen copy. If you advertise in the same way, yours will as surely be read. ALBERT B. KING, 89 William St., New York.

WANT ADVERTISEMENTS IN PRINTERS' INK under this head, six lines (thirty-six words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 75 cents a line each issue.

PUBLISHERS to exchange advertising space. Our circulation 35,000 monthly. Send specimen copy and particulars. Good premiums also desired. Address WILLIAMS BROS., Publishers THE PEOPLE'S AID, Cincinnati, O.

GARDEN NOTES, E. Sumner, Me., wants your "ad."

JOURNALISTIC—Montreal journalist active, reliable and well posted on Canadian affairs, desires engagement as correspondent for Am. paper. H. D. SHELLEY, 46 Mackay St., Montreal.

WANTED—A reliable firm to buy or manufacture a new and interesting advertising novelty; or advertisers to contract for quantities. I also have something new in the calendar line. Write for particulars. F. O. JONES, Canasemaga, N. Y.

WANTED—A PREMIUM, cost not to exceed fifty cents delivered, to offer in connection with THE KINDERGARTEN NEWS, Buffalo, N. Y. Something which will appeal to the medium or better grade people and in keeping with a high-toned publication.

WE want every firm in America to know that since 1876 we have confined ourselves exclusively to manufacturing Rock Candy, Rock Candy Syrup and Burnt Sugar Coloring. Are you interested? DRYDEN & PALMER, 18 Hudson Street, New York.

PROOFREADER DISENGAGED: prolonged experience at news, job and book reading; intelligent and reliable; moderate wages for a permanency; would read for a good evening newspaper; town or country; practiced reporter. "DAN," Printers' Ink.

10,000 COUPLES WANTED, who are about to get married, to procure their wedding invitations and announcements from the cheapest and best place in America. ROBERT SNEIDER, 145 Fulton Street, New York. N. B.—Samples sent on application.

WANTED—To write a thousand sample ads for a thousand new customers in a thousand lines of business at one dollar each. Size not to exceed six inches. State if single or double column, and send descriptive matter with order. WM. WARREN LYON, Hartford, Ct.

ADVERTISING SOLICITOR of experience wanted in an Eastern city. State experience and terms. First-class place for right man. Also wanted Bullock pressman and stereotyper. Afternoon paper. State terms and experience. Address "SOLICITOR," Box 3367, New York.

AN experienced newspaper man, now in charge of the engraving department of one of the leading newspapers in Pennsylvania, would like to make a change. A draftsman and chalk plate artist. Western city preferred. Address "ABILITY," Printers' Ink.

WANTED TO SELL—One third or entire interest in daily and weekly Democratic newspaper and job office, with good, paying business. Population of city 10,000, and located in Texas. Entire plant is worth \$4,500.00. Good chance for a rustler. Address "O," care Printers' Ink.

A NEWSPAPER ARTIST, either chalk plate or pen and ink, and who also has had experience at all kinds of desk work, including proof reading, will be disengaged after Oct. 16. Any paper in want of a general all-round man, at moderate figures, address "BEN," Printers' Ink.

ADVERTISING SOLICITORS—We publish a line of seasonal sheets, which you can use to advantage. There is money in them for any one with a little push and ordinary ability as a solicitor. For samples address J. A. & R. A. REID, Printers and Publishers, Providence, R. I.

WANTED—An enterprising Democrat, with \$5,000 to \$10,000 to invest, as partner in a newspaper and job printing business, in order to extend the same and add a daily issue to an already successful weekly. To a hustler this is an excellent opportunity. Address "JACK," this office.

AN advertising man is open for a position. Has had eleven (11) years' experience as practical printer, writer and advertising solicitor and manager. Young, unmarried and full of business. Can furnish best of references as to character and ability. Address "M. F. K.," care Printers' Ink.

WANTED—To sell old-established and paying class paper; only one in its line; 9th year. Price, \$1,500; 1/2 cash, balance paid monthly out of profits. Have made fortune in publishing business. Wish to retire. A bona-fide opening. Best in the land. Address Room 3, 419 Dearborn St., Chicago, Ill.

IDEAL MASTERPIECES—An Elegant Fall Advertising Sheet. Suitable for any business. Send six cents for sample copy. GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass.

AN experienced newspaper man now in charge of the circulation of one of the leading daily newspapers in the United States will be willing to contract for 1893 and thereafter. Object, salary. Address "JACKSON," Printers' Ink.

WANTED—Purchaser for the copyright of THE PUBLISHER'S DAILY BUSINESS RECORD. The daily business of a country newspaper for each department entered on one page, summed up at a glance and posted direct to ledger. I have not means to push it. Money in it. B. A. SHAVER, Kasson, Minn.

BRIGHT editorial paragrapher, is also a graphic descriptive writer and a first-class business manager, fertile in novel ideas. Practical printer. Good references. Would go anywhere. JULES REYMONDE, 114 Nassau St., New York. Would furnish graphic letters or editorial by mail for \$5 per 1,000 words.

WANTED TO SELL—Only paper in growing town of 1,000. Sixth year; independent. Income \$2,000 a year. Good outfit. Price \$1,300—\$1,000 down—includes \$400 of subscription accounts. \$75,000 improvements in town last year. Sickness compels sale. Address WRIGHT & BAHE, Springfield, Brown Co., Minn.

WANTED—Every person suffering from sore throat, hoarseness, or throat troubles, to know that Swiss Lozenges are made in my own laboratory, under my own supervision. Sold by druggists. H. EDWARD WENDEL, cor. 3rd and George sts., Philadelphia, Penn. Sent to any address on receipt of price, 5c. a box.

WANTED—Agents who will send us buyers for good homes in Kansas, and receive liberal commission. The American Land and Immigration Company always pays its agents well. Will pay to send for free list of two thousand farms and terms to agents. Address J. H. BRADY, Gen'l Manager, Topeka, Kansas.

WANTED—Purchaser to buy half interest and manage a first-class trade journal. Established seven years and doing paying business. Bright prospects for right party. Books show average net profit of from two to nine hundred dollars per month. Will sell cheap. For particulars address "W. C.," care of Printers' Ink.

WANTED—Position as Manager of Daily Newspaper. Qualifications: Good health, energy and ample experience. Record: A declining and losing newspaper made to pay well and quadruple in business, circulation and value. Can do as much for another. Shall require good salary and shall earn it. JOSEPH AULD, care Printers' Ink.

WANTED—Eastern investors of large or small amounts, to buy Paid-up or Division "B" Stock, guaranteeing and paying 8 per cent yearly; perfect security; strict State supervision; officers bonded; over two hundred thousand dollars paid in. Write for literature. The Washington National Building, Loan and Investment Association, Seattle, Wash.

TWO highest-class trade journals; established many years; prosperous; complete printing office; without machinery. Will lease for term not less than five years. Subscription renewals will pay leasehold. Would sell outright or exchange for income property. No better chance for active publisher. Responsible parties only need answer. "MAGAZINE," Printers' Ink.

WANTED—Active agents for advertisements and subscriptions to GRAPE LEAF, celebrated Household, Wine, Spirits and Fruit Journal. Monthly: one dollar yearly. Agents retain 50c. on subscriptions. Advertising commissions, 25 per cent cash. Localities where there are distillers or vineyards especially interested. Address for outfit GRAPE LEAF, 17 Broadway, N. Y.

BILL POSTING & DISTRIBUTING.

Under this head, 2 lines (12 words) will be inserted 3 times for \$1.00.

FOR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted three times under this heading for one dollar, or three months for five dollars. Cash with the order. More space 75 cents a line each issue.

ADVERTISING NOVELTIES.

Advertisements under this head, 6 lines (36 words or less), one time \$1.00.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 6 lines, 36 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 75 cents a line each issue.

C. BENNINGER & CO., 3 Day St., New York, sell every kind of multiple-copying process—also supplies for: Edison Mimeograph, Cyclo-style, Autocopyist, Hectographic composition and inks, &c. When asking their advice for selecting duplicating apparatus, you receive practical, unbiased hints. Wholesale prices to retail buyers. State your wants promptly.

ADDRESSES AND ADDRESSING.

Advertisements under this head, 6 lines (36 words or less), one time \$1.00.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 6 lines, 36 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 75 cents a line each issue.

WANTED—Circulars and printed matter to mail. Faithful work guaranteed. Send for prices and particulars. Will mail to any class or in any particular territory. Can mail from one thousand to five hundred thousand, each to a different address. **ST. LOUIS MAILING AGENCY**, 522 Pine St., St. Louis, Mo.

PRINTED MATTER mailed for 20 per M. You furnish addresses and enclosures; we envelope, stamps and work. Honest, prompt and careful service. Contracts made to print and mail. Fine printing exchanged for anything valuable. New presses. New type. Fair prices. Good work. References. Write. **MODEL PRINTING CO.**, Lava, New Mexico.

FOR SALE.

Advertisements under this head 75 cents a line.

PREMIUMS FOR NEWSPAPERS. **EMPIRE CO.**, 146 Worth St., New York.

STAMPS FOR COLLECTIONS—Send for lists. **E. T. PARKER**, Bethlehem, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 35c. **AM. ILLUS. CO.**, Newark, N. J.

AS PREMIUMS—The Art Amateur's exquisite Color Studies for copying or framing. **MONTAGUE MARKS**, 33 Union Sq., N. Y.

\$6000—HALF CASH, takes the only Democratic paper (daily and weekly) in the finest town in New York State. Address "QUICK," Printers' Ink.

FOR SALE—A copy of the American Newspaper Directory for 1892. Price five dollars. Sent carriage paid. Address **GEO. F. ROWELL & CO.**, publishers, 10 Spruce St., New York.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit & cts on each returned dead. Try 1,000. **AGENTS' HERALD**, Phila. Pa.

FOR SALE—A 3-revolution Hoe newspaper press. Capacity, 2,400 an hour; with folder attached. All in first-class condition. Also a 6-horse power Otto gas engine. All will be sold cheap. Address **HERALD PUBLISHING CO.**, New Britain, Conn.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

GRIT

VAN BIBBER'S.

SPOKANE SPOKESMAN.

LEYEY'S INKS are the best. New York.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000.

BUFFALO TIMES proves over 33,000 circulation. It will pay you.

AGENTS' GUIDE, New York. The leading agents' paper. Send for copy.

BOSTON HOTEL GUIDE is read by every New England hotel keeper. Very new.

SHORTHAND TAUGHT BY MAIL and personally by **W. G. CHAFFEE**, Oswego, N. Y.

"PUT IT IN THE POST" South Bend, Ind. Only morning paper in Northwest Ind.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

DEWEY'S Canada List (60 papers); adv. rates 30c. line. **D. R. DEWEY**, Hamilton, Can.

THE BRICKMAKER, Chicago, Ill., twice a month reaches 10,000 users of machinery.

PATENTS.—**DAVIS & CO.**, No. 605 Seventh St., Washington, D. C. **CHARGES MODERATE.**

\$1.50 For 5 lines 26 days, 6 days, 50 cts. **ENTERPRISE**, Brockton, Mass. Circ. 7,000

ADVERTISERS' GUIDE. Mailed on receipt of stamp. **STANLEY DAY**, New Market, N. J.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

THE AMERICAN HEARTHSTONE, Rockaway, N. J. 32 pages, 8x11, with cover. Rates 10c. per line.

IT IS BIGGER—**THE TERRE HAUTE EXPRESS**—than any paper in Indiana outside Indianapolis.

4 LINES, \$1. 1 inch, \$2.50. 1 col., \$4.55. 1 page, \$15.50. 50,000 copies **PROVEN**. **WOMAN'S WORK**, Athens, Ga.

TRY OUR LIST—50 papers; circ. 100,000 monthly. Reaches families New England, N. Y., Pa. 25c. line. **TIMELY TOPICS**, Boston, Mass.

KANSAS is thoroughly covered by **THE KANSAS WEEKLY CAPITAL**, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c) we can't buy a page ad. We prove 20,000 circ'n. Sample free. **ILLUSTRATED WEEKLY**, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to **U. S. ADDRESS CO.**, L. Box 1407, Bradford, McKean Co., Pa.

PAPER DEALERS—**M. Plummer & Co.**, 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

A COPY of the American Newspaper Directory for 1892. Price five dollars. Sent carriage paid. Address **GEO. F. ROWELL & CO.**, publishers, 10 Spruce St., New York.

PREMIUM Music Books for publishers, soap, novelty tea and other dealers. Most satisfactory in every way. Descriptive price-list on application. **F. TRIFET**, 408 Washington Street, Boston, Mass.

THE OHIO STATE JOURNAL goes to the homes of the best people in central Ohio. Daily, 12,500; Weekly, 22,000; Sunday, 17,000. Nearly all the leading general advertisers use its columns regularly.

WE will exchange **THE INDICATOR** (National Journal of Insurance (Eleventh year)) with any newspaper or periodical having an insurance department. Address **F. H. LEAVENWORTH PUBLISHING CO.**, Detroit, Mich.

REFERRING TO THE GALVESTON NEWS, Geo. F. Rowell & Co., on page 110 of Printers' Ink, January 20th, '92, say: "There is also an especially good paper in Galveston, daily and weekly, that goes well over the whole of Texas." For sample copies, rates of advertising, etc., address **A. H. BELO & CO.**, Galveston, Texas.



A Thousand Dollars.



October 19th, 26th.

November 2nd, 9th, 16th, 23rd, 30th.

December 7th, 14th, 21st, 28th.

Eleven in all.

Above are enumerated the issues of **PRINTERS' INK** for the remaining weeks of the current year.

PRINTERS' INK has a circulation of over one thousand copies among advertisers in England. All American advertisers read it.

Every issue exceeds 50,000 copies.

We will accept an advertisement occupying a full page of space, to appear in all the remaining issues of **PRINTERS' INK** for the current year, for One Thousand Dollars. Or will insert four pages once or one page four times at a discount of 25 per cent from the schedule rate.

Address all orders to

**PRINTERS' INK,
10 Spruce Street, New York.**

FOR
ONE DOLLAR

Received Now

We will send you a subscription receipt to

January 1st, 1894.

Every one who wants the paper, every one who likes the paper, every one who sympathizes with the little paper in its struggle for existence with the Official Octopus at Washington,

MAY EXPRESS GOOD WILL

BY SENDING IN A SUBSCRIPTION NOW.

One Dollar sets your subscription ahead from date of expiration to January 1st, 1894, if sent before January 1st, 1893. After January 1st, 1893, the subscription price will be Two Dollars.

Address all orders to

PRINTERS' INK, 10 Spruce St., New York.

On account of the injurious influence upon the prosperity of PRINTERS' INK that has resulted from its classification as a circular by the Post-Office Department, its publishers have found it advisable (contrary to their usual custom) to continue upon their mailing lists the names of some subscribers who, from oversight or intention, have failed to cause a remittance to be made for another year.

The guarantee put forth in the Autumn of 1891, to the effect that no edition of the paper in 1892 would be so small as 50,000 copies, will not apply to 1893. After the new year the strictly in advance system will be adhered to, and every paper will be stopped as soon as the time expires for which it has been paid.

In 1892 Subscription Price One Dollar a Year.

In 1893 Subscription Price Two Dollars a Year.

It is the intention of the publishers to make the paper somewhat larger (more pages) in 1893, for the purpose of giving a greater amount and variety of reading matter and devoting more space to illustrations, and when Mr. Harrison appoints Mr. Rosewater of the Omaha *Bee* to succeed as Postmaster-General to Mr. Wanamaker of the Philadelphia *Book News* it is hoped that the necessity of devoting much space to criticisms of the vagaries of the postal service will have come to an end.

It is an interesting circumstance that the very first person to avail himself of the opportunity to set his subscription forward to January 1, 1894, for a dollar, should happen to be a newspaper man with whose paper PRINTERS' INK has always been more than ready to exchange were it not that Mr. Wanamaker watches our exchange list so closely that we have to be very careful to keep it within narrow limits. We do, however, continue our exchange with Mr. Wanamaker's own excellent publication called *Book News*, which is specially useful as a pattern, because it comes nearer to being an advertising circular than any other regular legitimate periodical of which we have any knowledge.

FARM JOURNAL

PHILADELPHIA

WILMER ATKINSON,
EDITOR AND PROPRIETOR.
CHARLES F. JENKINS,
ASSOCIATE PUBLISHER.

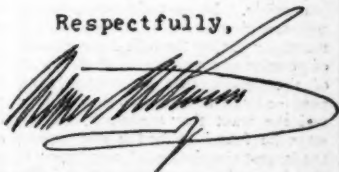
Philadelphia, 9th Mo. 30, 1892.

Printer's Ink,

Gentlemen:

I do not know when
our subscription to Printer's Ink is paid
to but I enclose you \$2.00 to take advantage
of the \$1.00 rate, \$1.00 for back dues and
\$1.00 in advance. If there are no back
dues simply push us along that much further.

Respectfully,



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

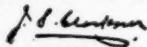
Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices or For Sale, two lines or more, 75 cents a line; Wants, six lines, 36 words or less, one time, \$1.00. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, OCTOBER 12, 1892.

In my judgment PRINTERS' INK is entitled to circulation in the U. S. mails as second-class matter.



Republican National Committee.

John A. Boeckel,

N. Y. "Com. Advertiser."

G. W. TURNER, New York "Recorder."

W. C. BRYANT, Brooklyn "Times."

J. HOWARD, Jr.

I see no reason why PRINTERS' INK should not be allowed in the mails as second-class matter.

DAVID M. STONE,

Editor in Chief,

N. Y. Journal of Commerce.

LAST week PRINTERS' INK directed attention to a peculiar want advertisement: "Wanted, a man to straighten the vane on the church spire." That was an instructive text. Upon it might be preached many a sermon having close application to the conduct of every-day life. If you want anything state your want in the local paper. It will be supplied. The man who straightened the vane on the church was paid for his service in good money, and had the added eclat of having come from the unknown and performed the impossible. No part of a newspaper is so interesting as the want column, and the paper having the fullest assortment of genuine announcements of the wants of the people, brought forward and paid for by earnest citizens who actually feel the want they announce, will always be found to be the one having the largest circulation of any paper in the city, and to exert the widest influ-

ence. Its hold on the community will be stronger in every way than that possessed by any competitor, and as a piece of property will have a higher money value than any other journal there. Moral: Let newspaper men cultivate the want column; let citizens of every grade avail themselves of its unexpected, almost unlimited, power to serve them well and at little cost.

MANY friends of PRINTERS' INK are under the impression that although the Post-Office is wrong morally and in fact, that technically its position has some shadow of defence. This is an error. PRINTERS' INK has violated no law, technically or otherwise.

A CORRESPONDENT in another column suggests that Republican editors everywhere ought to write personal letters to Mr. Wanamaker protesting that his practice of mailing Republican campaign documents without stamps, while attempting to kill legitimate class papers (excepting *Book News*) is well calculated to lose votes for Mr. Harrison next month.

WE cheerfully complied with the request to put the names of General Chas. H. Taylor, of the Boston *Globe*, and his son, Chas. H. Taylor, Jr., on the mailing list of PRINTERS' INK for 25 years, and have since had the pleasure of receipting the bill (\$50). If occasion should arise for adding the name of C. H. T., 3d, in a few years, the date of payment can be adjusted by shortening the time a little for the old folks.

THE idea is more or less prevalent that, while many answers will be received in reply to a "Help Wanted" advertisement, it is difficult to get any response to an announcement under the head of "Situations Wanted." The following instance PRINTERS' INK knows to be authentic:

A gentleman living in New York, uptown, on the west side, employs Swedish house servants. A few days ago there came to his house a friend of one of his maids, who was in search of a situation. He wrote out a short "want" for her and sent it to the *Herald* uptown office. Its insertion cost 20 cents. Next day, in reply to this little ad, she had nineteen calls and received five requests by mail for an interview. She was engaged before 8.30 A.M. by a family living on the next block,

DAILY FOR ONE DOLLAR.

The publishers announce that the Chicago *Daily Globe*, in all respects a perfect newspaper, will be delivered by mail until further notice for a dollar a year.

NOTHING TO NOBODY.

An Illinois newspaper, credited by the Directory with an issue of 400 copies, says: "My circulation is known to myself, and that is deemed sufficient, as I am the one most directly interested." Perhaps he doesn't have any advertisers, and feels a good deal as the philanthropist did, who, speaking of his beneficent acts, said: "What I give is *nothing to nobody*."

THE BOY LIED.

Editor of PRINTERS' INK:

I know an instance where an advertisement of a fifteen-cent article has occupied three full columns of space and appeared five months in the best and only paper issued in a prosperous town of 4,000 population, without having made a single sale or brought out one inquiry, and yet I am told that the advertiser is not discouraged. What do you think of such a case as this? ENQUIRER.

N. Y., October 1, 1892.

This reminds us of the story of the boy who said that his father and mother had a daughter, but that she was not his sister. Only one explanation of the statement could be suggested.

HE SPECULATES IN LETTERS.

PALMYRA, Pa., October 1, 1892.

GENTLEMEN: I speculate in letters. If you have any letters that you received in answer to your advertisement through 1891 and 1892, send me a few samples and your lowest cash price you will take for them.

Yours truly, J. G. STAUFFER.

Large advertisers often receive proposals like the one printed above. Is it likely that those who reply to advertisements are more readily "worked" than other people?

IN the September issue, under its sub-head, *Book News* bears this legend: "Entered August 29th, 1882 (Hon. Timothy O. Howe, Postmaster-General), as second-class matter," etc. Now it so happens that when PRINTERS' INK was entered as second-class matter in 1888, Wm. F. Vilas was Postmaster-General, and he acted by advice of Hon. J. N. Tyner, who is also the present authorized legal adviser of Mr.

Wanamaker, but has never advised the exclusion of PRINTERS' INK. Why is Mr. Wanamaker so much more partial to publications admitted by Timothy O. Howe? What spite has he against newspapers born under the administration of Wm. F. Vilas?

Advertising Novelties.

Manufacturers and users of advertising novelties are invited to send specimens for review under this head.

From the New York *Recorder*: A little wooden box with sliding cover. It is stamped on the outside, "M. T.," which interpreted is "empty." Inside on the bottom of the box is pasted a slip with this inscription: "The only merchants who ever get IN A BOX are those who spend money *injudiciously* in advertising." A two-cent stamp pays the postage.

From the Century Company: A "Watch-case Calendar." It is made of paper and is so arranged that it can be fastened securely on the inside of one's watch-case, where it may be conveniently referred to at any time. Patent has been applied for.

From the Lawson Valentine Co.: A circular in the form of a miniature magazine. It consists of a sheet of cardboard 6x7½ inches, folded once to the size of a postal card. It contains various departments, not all of the items having an advertising point. Annual subscription, one cent. The idea is copyrighted.

From Livermore & Knight, Providence, R. I.: A circular, aptly called the "Eccentric Fold." It consists of a sheet of glazed paper, 5x10 inches, folded in a novel way so that it goes through the mails without an envelope. It can be mailed for one cent.

From Geo. P. Rowell & Co.: A postal card gilded on both sides, excepting the portion reserved for the government stamp. "Gold dollars" and "Golden returns" are the lines specially prominent in the reading matter, which is printed in black ink. Mis-addressed postals and old, unused printed postals may be made to do service by this process of gilding, which costs less than half a cent apiece.

WHAT IS THE MATTER WITH THEM?

A correspondent cuts out of a late issue of **PRINTERS' INK** the paragraph that follows here: "Every advertising medium indorses every advertisement admitted to its columns."

And below pastes these advertisements, with a monster interrogation mark affixed:

PIANOS, ORGANS, in exchange for space.
Don't F. Beatty, Wash'gton, N. J.

"WHEN" A RARE BOOK FOR MEN.
Mailed Secure. 10 Cents Silver
P. O. Box 108. Or Six 3 Cent Stamps.
NEW HAVEN, CONN.

What **PRINTERS' INK** would like to know is expressed in the question that serves as a heading to this paragraph.



The usual newspaper advertisement is mighty hard to swallow; and we are so afraid of being associated in your minds with the self-named "leading clothiers" that we tell you less than the truth—so that our "little" may be believed.

A friend of ours, though, finds fault with us; says that we sell the best ready-made clothing in New York, and ought to tell the people so.

You see, dear public, how embarrassed we are.

ROGERS, PEET, & CO.

STREET, 107th
STREET, 107th

It is hard to keep from reproducing many of the Rogers, Peet & Co. advertisements, so uniformly clever and readable are they. The above, while reflecting upon newspaper advertisements in general, is a rather cute way of turning to account one of Mr. Chambers' principal hobbies, as exploited in his recent article in **PRINTERS' INK**. While Rogers, Peet & Co. may not wish to be "associated with the self-named 'leading clothiers,'" there is no doubt that some of the latter would like to be "associated with" R., P. & Co., so far as their advertising is concerned.

AND WANAMAKER KNOWS IT.

PORTLAND, Me., Oct. 1, 1892.

Editor of **PRINTERS' INK**:

Inclosed is a sample of the quires of just such miserable sheets I receive each week, all free gratis, and they are all allowed second-class rates, while **PRINTERS' INK**, from which I have gleaned many useful and valuable ideas, is denied.

If inclosed sheet isn't an imposition on a long suffering public, then I'd like to know what is.

I am after another. It is a Sunday-school paper, having quite a circulation and not a single bona-fide subscriber, the evangelical book and supply advertisements paying for the whole thing. I'll capture one soon and send it you.

GEO. G. CRAVEN.

At no time since the Post-Office has existed have so many alleged newspapers, not entitled to the second-class rate, enjoyed its benefits. Among the most flagrant violators of the law are persons holding office under the present Administration or publishers of sheets devoted to the dissemination of Republican campaign literature.

REPUBLICAN CAMPAIGN DOCUMENTS GO FREE: BUT TRADE JOURNALS MUST BE STAMPED.

Special Dispatch to N. Y. Evening Post.

WASHINGTON, Oct. 5.—The Washington mails are flooded about this time with a publication called the *National Bulletin*, a campaign paper of four pages published in the interest of the Republican party. Ostensibly its subscription price is twenty-five cents a year, but no one whom your correspondent has met, and who is in receipt of the paper, pays that price or any other for it, yet it has been "entered at the Post-Office at New York as second-class matter." The postal regulations require that before a paper shall be admitted to the pound rates of postage given to second-class matter, it must prove to the satisfaction of the Department that it has a bona-fide subscription list—that is, one composed of persons who pay for their paper.

A good many papers have been thrown out as unmailable under the second-class rate, because their subscription lists were fictitious, and the whole object of their management was to circulate some specific form of literature gratuitously or to obtain advertisements on the basis of a large circulation. In some of these cases the form of subscription payments have been regular, but the payments themselves have been made by some person directly connected with the management. It would be of interest to find out on what ground the *National Bulletin* has been admitted to the mails as second-class matter, and how large its bona-fide subscription list is. After the war which a prominent advertising agent in New York had to wage with the Department in his effort to keep his little weekly in the mail, it would be becoming in an Administration run by Republican politicians to be equally careful about what they do in the way of allowing privileges from which legitimate business papers are shut out.

THE COUNTRY PRESS.

The weekly papers of the country are honest. They are educators because they tell the truth. There is no gold pouring into their coffers. We doubt if it would materially change their expression if there were. The editors of these papers live near to the people. They know their readers and their readers know them. They are in touch with the community for which they write and are therefore honest in their utterances. Many men, to whom "sharpness" is the one great attribute, despise the country press, believing it valueless—of no power or force. In this their own sharpness "o'erleaps its saddle and falls on the other side." The newspapers published in the towns and hamlets of America are a greater force for good to-day than the blanket dailies of the large cities. Why? Because they have the confidence of their readers, they print what they believe, and their readers believe what they print. All honor to the country press.

—*Towanda (Pa.) Argus.*

If I desired to leave to remote posterity some memorial of existing British civilization, I would prefer not our docks, nor our railways, not our public buildings, nor even the palace in which we now hold our sittings—I would prefer a file of the *Times* newspaper.—*Bulwer.*

4000 NEW AGENTS' NAMES Sent for 25 cts. P. O. Box 3048, Boston.

2000 New Agents' Names for 25c. Western Mailing Agency, St. Louis, Mo.

PIANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

BOSTON. "Cottolene," "Lydia Pinkham," etc., etc., like my ads. So would you. A. E. SPROUL, 638 Washington St.

35,000 Farmers in Maryland. We began visiting them in 1894. MARYLAND FARMER, Baltimore, Md.

WOOD ENGRAVING PETRI & PELS NEW YORK.

12 For a Nickel **STEEL PENS** SPENCERIAN, 810 B'way, N. Y.

THE EVENING JOURNAL, JERSEY CITY, N. J. Circulation, 15,500. Advertisers say it pays.

MY Cartoon-Portrait proposition will interest every live editor and please the most economical. Proof-free. CHAS. W. HARPER, Columbus, O.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

GERMANIA Magazine for the study of the German lang. and litt. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N. H.

\$1.00—Visiting Cards. We will engrave a copper plate and print 50 visiting cards for \$1.00. Samples, 5c. Satisfaction guaranteed. For 15c. we will mail copy of our book, "Card Etiquette." BELLMAN BROS., Toledo, O.

Kate Field's Washington, Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise? Washington, D. C.

ATTENTION, PLEASE.

We make Good Cuts at these rates: 1 col. For traits, 75c.; 1 col. Buildings, \$2.50; 2 col. Build., \$3.50. The stuff for boom editions. Try us. CHICAGO PEO. ENG. CO., 126 Madison St., Chi.

PUBLISHERS and Special Agents send sample copy, advertising rate card, quote circulation, commission allowed agencies, scale of measurement and date of closing forms. Spot cash is sent with order where an extra discount is allowed for this new departure in the advertising agency business. STANLEY DAY, New Market, N. J.

THE THREE GIANTS.

Two-thirds of circulation in the U. S. Combined rates, 40 cents per line. It will pay you to use this list. Try it.

B. L. CRANS, 10 Spruce St., New York.

I write primers;—advertisements. You pay me. They do, you.

E. A. WHEATLEY,

Chicago, Ill.

Household List.

CIRCULATION OVER 350,000.

Rate for entire list, -- \$1.85 per line.

B. L. CRANS, 10 Spruce St., New York.

Do You Want Agents?
I have sent so far to 64,320 post-offices for the names of Agents for my own use. Send for particulars.
E. J. SMEAD, Vineland, N. J.

Dodd's Advertising Agency, Boston, 265 Washington Street, or World Bldg. N.Y. City.
Send for Estimate.
RELIABLE DEALING CAREFUL SERVICE.
LOW ESTIMATES.



How to Make RUBBER STAMPS.
Use Latest Improved Process and a New York Vulcanizer. Circulars free. BARTON MFG. CO., 338 Broadway, New York.

THE HOME CIRCLE, ST. LOUIS, MO.
75,000 Copies Each Month.
An exceedingly desirable medium for GENERAL ADVERTISERS.
THE HOME CIRCLE PUB. CO., St. Louis, Mo.

THE SPOKANE SPOKESMAN

has 75 per cent more paid subscribers than any other daily paper published within 300 miles of Spokane, Wash.



PUBLISHERS DESIRING BICYCLES

For themselves, employees or for use as premiums can procure same from us on favorable terms, and pay part cash and the balance in advertising. We handle all makes, new and second-hand, and sell everywhere. Catalogue and terms free.
ROUSE, HAZARD & CO., 2 X Street, Peoria, Ill.

San Francisco Bulletin.

Established 1855.

Largest Evening Circulation in California.

High character, pure tone,
FAMILY NEWSPAPER.

If You Use Premiums,

Or Sell Goods by Mail,

And do not handle our goods, you miss some of the best **MONEY-MAKERS.**

Illustrated Catalogue Free.

W. N. SWETT & CO., Publishers and Manufacturers, 28 READE ST., NEW YORK.

Success With Flowers

Is hailed as the **BEST** and **BRIGHTEST** Floral Magazine published.

Paid in advance
Circulation exceeds **50,000** Copies.

Advertising received direct or through any agency.

**THE DINGEE & CONARD COMPANY,
WEST GROVE, PA.**

Memphis Scimitar.

Only Memphis paper giving detailed sworn statement of circulation.

THE SCIMITAR is popular and strong with all classes of people.

Covers Memphis and surrounding country better than any other paper.

Eastern Office- 41 Times Bldg., New York.

?

**BETWEEN TWO
QUESTIONS.**

I submit to men who know their business and who buy space strictly on basis of circulation and rates.

ONE ANSWER:

Circulation, 45,000.
Rates, 30 cents

THE AMERICAN
School Board Journal
BRUCE, PUBLISHER,
Chicago, Milwaukee.

?

WATCHES

Are—
—the Best **PREMIUMS.**

Address the manufacturers direct.

THE PHILADELPHIA WATCH CASE CO.,
140 So. Third St., Philadelphia, Pa.

A BIRTHDAY PRESENT.

Rich and Elegant Ring or Breast Pin sent Free. A different Gem for each month. Amethyst, Diamond, Emerald, Garnet, Hyacinth, Moonstone, Opal, Pearl, Ruby, Sapphire, Topaz, Turquoise. Send address, with size of finger and Birthday Month. We want you to show it to friends or act as Agent. We require an Agent in every City and Town, and make this liberal offer to introduce these Rings and Pins, which are entirely new and novel.

130,000 letters in answer to above advertisement for sale. All received since Sept., 1891. Can be copied for \$3.00 per thousand, will sell outright for \$6.00 per thousand. Address NATAL JEWEL CO., P. O. Box 2803, New York, N. Y.

Over 83,000 per month

Proved Average past Nine Months.



Rates Lowest for

quantity and quality of

Circulation.

*Orders for
Printing
Solicited.*

PRINTERS' INK

PRESS,

8 SPRUCE STREET,

NEW YORK.

*Good Work
Executed
Promptly.*

We Conduct **NEWSPAPER** A **ADVERTISING** Agency.

WE GIVE TO ALL CUSTOMERS

Judicious
Selections,
Experienced
Assistance,
Prompt
Transactions,
Low Prices.

STACK
ADVERTISING
AGENCY
ST. PAUL, MINN.

Conspicuous
Positions,
Unbiased
Opinions,
And
Confidential
Service.

CONTINUOUS ADVERTISING BRINGS SUCCESS!
ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND
ESTIMATES OF COST IN ANY NEWSPAPER
FURNISHED FREE OF CHARGE.

J. L. STACK & CO., ST. PAUL, MINN.

THE SPLENDID

THANKSGIVING NUMBER

—OF—

THE NEW YORK LEDGER

WILL GO TO PRESS ON

SATURDAY, OCTOBER 29.

Advertising space limited. Order
and "copy" should be sent at
once to secure insertion.

ADVERTISERS

Wishing to reach the largest group of Substantial Agents in the
world **SEWING MACHINE TIMES**, 63 Beach St.,
New York.

No Religious List complete without

THE MAGAZINE OF CHRISTIAN LITERATURE,

Specimen copies and rates on application.

CLINTON HALL, NEW YORK.

WOMAN'S FARM JOURNAL is read monthly by over
everything, from a safety-pin to a threshing machine. Send for sample copy and special trial rates.
10,000 families who buy
F. J. CABOT, Pub., 501 N. Ninth Street, St. Louis, Mo.

THE NEW CYCLE, 36 Union Sq., N. Y., organ of The General Federation of
Women's Clubs. *Chicago Daily News*: THE CYCLE was
made the Official organ at the First Biennial Meeting, Central Music Hall. *Chicago Inter-Ocean*:
The matter of a Club organ was presented and THE CYCLE, with Mrs. J. C. Croly, as editor was
made the organ, and pledged the support of the Federation.

KEYSTONE LIST.

Comprising 150 Weekly Newspapers of the
better class. A special low rate named.

Send for list and estimates.

B. L. CRANS, 10 Spruce St., New York, Room No. 4.

The Christian Advocate.

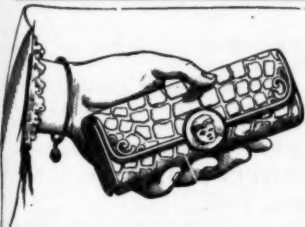
Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation over
50,000 guaranteed. We invite correspondence from advertisers who would like to reach our
people, and whose advertisements would be appropriate for a religious family journal. Address
HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

Estimates Submitted.

No charge. Liberal discounts allowed on
all publications.

Effective Advertisements
Prepared.

B. L. CRANS, 10 Spruce St., New York.
Room No. 4.



WELL-FILLED POCKET BOOKS

ARE

NOW BEING OPENED
TO SECURE THE

Liberal Premium Offers

MADE BY

JUDICIOUS NEWSPAPER PUBLISHERS.
EMPIRE PUBLISHING CO.,

145 and 148 Worth Street, NEW YORK

Our Selected Premiums Are Filling
this Demand. Send for Illustrated
Catalogue

Net prices to Newspaper Men are in it.

The Evening Wisconsin.

THE MILWAUKEE EVENING WISCONSIN is compelled to use two Perfecting Presses to print its daily circulation, one press being sufficient to print the circulation of every other Milwaukee daily paper, and it is all they have. CHAS. H. EDDY, Eastern Agent, 10 Spruce St., New York. CRAMER, AIKENS & CRAMER, Milwaukee, Wis.

The Muscatine Journal,

The Clinton Herald,

The Ottumwa Courier.

THREE IOWA PAPERS of standing, circulation and influence.
"All in one family." For rates, &c., address direct, or to

LEE & MAHIN, 808 Tacoma Building, Chicago.

BEST ADVERTISING FOR CHICAGO
"THE WORLD'S FAIR BULLETIN."



MAMMOTH DISPLAYS AT ALL POINTS
OF GREATEST ADVERTISING VALUE.

1 Million Readers a Day. *THE R. J. Gunning Co. ADVERTISERS*

**Individuals,
Firms,
Or Corporations**

contemplating an expenditure in **Newspaper** or **Magazine** advertising should carefully consider the advantages to be derived by employing a thoroughly reliable agency.

Their Conclusions should be the result of mature deliberation, and their contracts should be awarded accordingly.

For over 25 years our business has been **Newspaper Advertising**, and our extensive experience and unequalled facilities enable us to give efficient service in every particular.

Advertisers who want first-class service will find it to their interest to consult

THE GEO. P. ROWELL ADVERTISING CO.,

10 Spruce St., New York.

**Estimates Furnished.
Advertisements Prepared.
Correspondence Solicited.**

VICK-PREST. MORTON, AS A SUCCESSFUL BUSINESS MAN, APPLIES BUSINESS METHODS TO HIS PLEASURE-BUSINESS OF FARMING. HE ADVERTISES BLOODED STOCK IN MANY PAPERS, BUT TO REACH BUSINESS FARMERS WHO MEAN BUSINESS, SAYS THAT HE MUST ADVERTISE IN THE BUSINESS-LIKE RURAL NEW-YORKER, WHICH HE AND HUNDREDS OF OTHER ADVERTISERS FOR BUSINESS PLACE AT THE HEAD OF ALL RURAL NEWSPAPERS.

A Cheap And Reliable Novelty Clock.

Height, 9½ inches. 4-inch Dial. Handsome Oak Finish.



Suitable for Premiums.
Price remarkably low.

In lots of 100, \$1.60 each.

Fitted with alarm, 25 cents extra.

Larger lots, special prices. Will be pleased to make up a sample bearing your own advertisement for \$2.00. Same clock made without advertising matter.

Write for illustrated price list.

BAIRD CLOCK CO., Plattsburgh, N. Y.

Fall Advertising?

To over **260,000 HOMES** in this field our papers provide the best introduction a general advertiser can obtain. It carries with it endorsement, ease of access, cordial reception. Being the only papers published here in their several denominations, there is no other way open to a general advertiser to reach these homes at equal cost, without considering the other advantages which go with advertising in these papers.

Perhaps it will pay you to advertise in this rich field. It has paid others.

**Put
Them
On
Your
List**

Sunday School Times.

PHILADELPHIA.

Presbyterian.

Lutheran Observer.

National Baptist.

Christian Standard.

Presbyterian Journal.

Ref'd Church Messenger.

Episcopal Recorder.

Christian Instructor.

Christian Recorder.

Lutheran.

Presbyterian Observer.

We handle all the details.



**Over 260,000 Copies
Religious Press
Association
Phila**

In selecting your
papers for advertis-
ing, be sure you
have

The New Orleans Delta

on your list.

**DAILY,
SUNDAY,
WEEKLY.**

The best circulation
in LOUISIANA and
MISSISSIPPI.

**Advertising
in the - -
Sunday Mercury,**

NEW YORK,

**Pays - -
Handsomely.**

The **MERCURY** is the oldest weekly Sunday newspaper in the United States, and by unceasing enterprise has maintained its position at the head of the procession. The **MERCURY** is the only Sunday weekly paper that has its own plant and requires two of Hoe's fastest perfecting presses to get out its edition. Its average circulation for the past year has been 108,700 copies per week.

**Rates - -
Are Low.**

Sunday Mercury,

NEW YORK.

**Write for
Estimate.**

**You Want
The Best.**

**We Can Give
It to You.**

The **BEST** Advertising Medium through which to reach the best rural residents of

**Pennsylvania,
New York,
Ohio,**

and the States adjacent to these, is

**The National
Stockman and Farmer**

Pittsburgh, Pa., and Buffalo, N. Y.

See It

Before Closing Contracts.

Extract from a Letter.

. . . I can sell your Inks in any and every territory of the United States, knowing them to be the best in the market. I should like to sell your Inks again.

In seeking a change, it is not to increase my income beyond what I am now receiving, only your Inks are better.



*If you are in need of Printing Inks
of any grade or color, it will pay
you to write for Prices and Dis-
counts to the*



W. D. WILSON PRINTING INK CO. (Ltd.),

10 SPRUCE STREET, NEW YORK.

Specimen Book mailed on application.

Allen's Lists

FOR GENERAL ADVERTISERS, THE ORIGINAL AND ONLY,

Have No Rival

worthy of the name. Our patrons assert that they can be depended upon for profuse and substantial results

In All Seasons.

Those advertisers who properly identify their returns uniformly find them the greatest advertising mediums in America, and there can be no question about it. Results prove it.

Forms close on the 18th.

E. C. ALLEN & CO, Proprietors,
AUGUSTA, ME.

300,000

300,000

THINK FOR A MOMENT WHAT

300,000

PAID UP SUBSCRIBERS MEANS.

The Mayflower

(Published at Floral Park)

HAS THEM.

Address **JOS. J. DE LONG, - - Manager,**
89 TRIBUNE BUILDING, NEW YORK.

300,000

300,000

25,358 New Subscribers

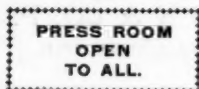
IN

23 * WEEKS!

How is that for Gain in Circulation?

The Kansas City Journal

Has the largest average daily circulation of any Morning Paper west of St. Louis, excepting San Francisco.



Goes into more homes than any other Kansas City newspaper.
Reaches the buyers—the moneyed people of the Southwest.
Makes a specialty of its Woman's Department in its Sunday issues.

Circulation: { 27,000 Daily.
32,000 Sundays.

The Weekly Journal *AND* Agriculturist

Has added 25,358 new subscribers to its former large circulation during the past twenty-three weeks. This is due to a reduction in price from \$1.00 to 50 cents per year, and to the excellence of the paper.

A BIG
PAPER.

| 8 PAGES. 7 COLUMNS. | GOES
EVERYWHERE.

Circulation 47,000.

Chicago Office—Room 402, 167 Dearborn Street,
HORACE M. FORD, Manager.

Eastern Office—Nos. 51 & 52 Tribune Building, New York,
W. WARD DAMON, Manager.

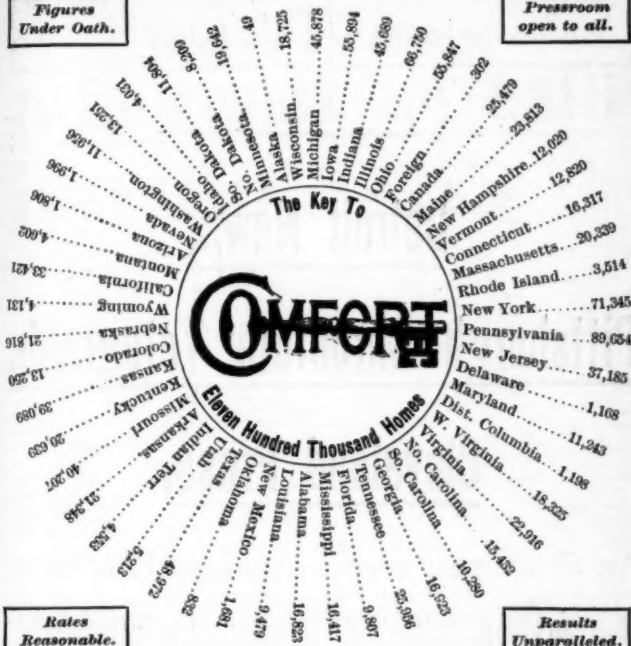
Largest Circulation on Earth!



STATE OF MAINE, County of Kennebec. I, William H. Gannett, of Augusta, Maine, on oath depose and say that I am the owner and publisher of "Comfort," a monthly paper published at said Augusta, that the regular circulation of "Comfort" is **OVER ELEVEN HUNDRED THOUSAND COPIES PER MONTH**, and that the circulation for the month of August, 1892, was **one Million One Hundred and Ten Thousand and Thirty Six (1,110,036)** copies. Signed, William H. Gannett. STATE OF MAINE, County of Kennebec, August 22, 1892. There personally appeared the above-named William H. Gannett, and made oath that the above affidavit by him signed is true. Before me, A. G. Andrews, Judge of the Municipal Court, Augusta, Maine.

Figures
Under Oath.

Pressroom
open to all.



"If you put it in Comfort it Pays."

The Proofs.

FROM A NEEDLE

Chicago, Illinois. C. A. Burton & Co., manufacturers of the Kensington art needle: "Have been advertising extensively in papers that have a national circulation, and we never knew what it was to get replies to our advertisements until we placed it in *Comfort*. Total replies received from the advertisement in *Comfort* have exceeded those received from the combined lists of other papers." Washington, N. J. Cornish & Co. pianos and organs: "The fact is a guarantee that we are well pleased with the results from that publication. We will stay with you as long as we advertise in any paper."

TO A PIANO

FROM SPECIALTIES

Indiana Mineral Springs, Indiana. Sterling Remedy Co., No-to-bac: "The results obtained from *Comfort* justify us in placing order for one year. We do not go into this transaction blindly, as we keep a detailed record of every advertisement placed, and we find that the columns of *Comfort* produce profit." Boston, Mass. National Typewriter Co.: "To whom it may concern: We have never found a medium that approximates *Comfort*. We have tried all first-class mediums and without exception the results from *Comfort* have been by far the most satisfactory."

TO TYPEWRITERS

Comfort is represented by all responsible agents. The Gannett & Morn Concern, Publishers, Augusta, Maine. Boston Office, 228 Devonshire Street. New York Office, 33 Park Row.

Almost all of the circulation of a clean afternoon newspaper reaches the homes.

Almost every advertiser wants his advertisements read in the homes.

Detroit News,
Pittsburgh Chronicle Telegraph,
Cleveland Press,

Are all afternoon papers. Each has Eight Pages of the brightest, newsiest and cleanest reading, and each sells for One Cent.

They are read by people of all classes, from the richest to the poorest. Their circulations are tremendous.

C. J. BILLSON,

86 & 87 Tribune Building, New York.

Forty-one Thousand Five Hundred and Eighteen

Sworn Circulation OF THE NEW YORK TWICE-A-WEEK ADVERTISER

NEW YORK BY COUNTIES.

Albany.....	12	Jefferson.....	39	Rockland.....	41
Allegany.....	477	Kings.....	30	St. Lawrence.....	253
Broome.....	193	Lewis.....	325	Saratoga.....	9
Cattaraugus.....	588	Livingston.....	242	Schenectady.....	1
Cayuga.....	84	Madison.....	356	Schoharie.....	1976
Chautauque.....	1	Monroe.....	25	Schuyler.....	446
Chemung.....	4	Montgomery.....	116	Seneca.....	315
Clinton.....	15	New York.....	2	Steuben.....	36
Columbia.....	95	Niagara.....	841	Suffolk.....	6
Cortland.....	912	Onondaga.....	88	Sullivan.....	141
Delaware.....	458	Ontario.....	105	Tioga.....	11
Dutchess.....	57	Orange.....	360	Tompkins.....	10
Erie.....	47	Orleans.....	19	Ulster.....	506
Essex.....	16	Oswego.....	637	Warren.....	314
Franklin.....	194	Otsego.....	44	Washington.....	7
Fulton.....	4	Putnam.....	38	Wayne.....	356
Genesee.....	364	Queens.....	30	Westchester.....	33
Greene.....	7	Rensselaer.....	8	Wyoming.....	369
Herkimer.....	153	Richmond.....	1	Yates.....	30
Total in New York State.....				11,851	

NEW JERSEY BY COUNTIES.

Bergen.....	348	Monmouth.....	298	Hunterdon.....	409
Hudson.....	3195	Camden.....	309	Somerset.....	29
Sussex.....	273	Passaic.....	31	Cumberland.....	1146
Warren.....	1450	Middlesex.....	994	Burlington.....	864

Total in the State of New Jersey..... 9,301

CIRCULATION BY STATES.

Alabama.....	1	Louisiana.....	2	Oregon.....	1
Arizona.....	1	Mississippi.....	1	Pennsylvania.....	21
Connecticut.....	111	Missouri.....	2	Rhode Island.....	5
California.....	2	Maine.....	3	South Dakota.....	2
Colorado.....	2	Michigan.....	5	Tennessee.....	10
Delaware.....	1	North Carolina.....	2	Virginia.....	60
Dist. Columbia.....	4	Nebraska.....	2	W. Virginia.....	2
Florida.....	3	New Jersey.....	9301	Wisconsin.....	1
Illinois.....	29	New York.....	11851	Vermont.....	5
Indiana.....	18	Maryland.....	8	Washington.....	1
Kansas.....	8	Ohio.....	22	Massachusetts.....	18

Total printed October 4..... 20,015

Total printed October 7..... 21,503

Total for the week..... 41,518

STATE OF NEW YORK, }

{ S. S. :

COUNTY OF NEW YORK, }

CHARLES E. HASBROOK, Publisher of the New York COMMERCIAL ADVERTISER, does solemnly swear that the actual number of copies of the TWICE-A-WEEK ADVERTISER printed and circulated for the week ending October 7, 1892, was 41,518 Copies, and that the above statement showing the circulation by States and Counties is correct.

CHARLES E. HASBROOK.

Subscribed and sworn to before me }
this 6th day of October, 1892.

LOUIS RATZEL, NOTARY PUBLIC.

(3) N. Y. Co.

PROVED CIRCULATION.

The St. Louis Republic

CLAIMS AND PROVES

The Largest Circulation West of the Mississippi River.

1.—Sworn Statement of the Publisher.

Averages July, August and September.

STATE OF MISSOURI, City of St. Louis, ss.

Charles W. Knapp, publisher of THE ST. LOUIS REPUBLIC, being duly sworn, says the average number of full and complete copies of THE REPUBLIC printed during the three months ending September, 30, 1892, was as stated below for the editions named, the figures for the Daily and Sunday being exclusive of the Weekly issue, and those for the Weekly being exclusive of the Daily and Sunday issues, but covering two issues each week, hence double the number of copies named:

	Daily and Sunday.	Weekly.
Average for July.....	53,947	133,641
Average for August.....	59,638	136,541
Average for September.....	64,483	138,965
Average for Three Months.....	59,300	136,381

Sworn to and subscribed before me this thirtieth day of September, 1892.

JOS. G. HOLIDAY, Notary Public, City of St. Louis, Mo.

My commission expires September 7, 1894.

2.—Experts Attest the Complete Correctness of THE REPUBLIC'S Claims.

From Lord & Thomas, of Chicago and New York.

Under date of June 24, 1892, representatives of Lord & Thomas, after stating that they arrived in the city and gained admission to THE REPUBLIC'S Press Rooms (on June 12) without the publisher or business manager knowing who they were, or that they were in the city, certify that the number of copies of the DAILY REPUBLIC printed on that date was 47,590, and add: "We spent a greater part of the next day in the counting-room and the mailing-room of THE REPUBLIC. We found that the books and records regarding the circulation were kept in a very accurate and detailed manner, and we verified these books from statements rendered and bills paid by news companies, agents and carriers. * * * One thing that created a favorable impression upon us was the open and frank manner in which everyone connected with the office treated the matter of circulation. All of the books and records of the office, even to the cash books, were opened to our inspection, and the invitation from Mr. Jones was very pressing to examine everything in the office that pertained in any way, shape or manner to the matter of circulation."

From Report of Dauchy & Co., of New York, dated Aug. 3, 1892.

"Upon the invitation of Mr. Chas. W. Knapp, publisher of the ST. LOUIS REPUBLIC, I have made a thorough investigation of the circulation of both the daily and semi-weekly editions, with the following result: On the morning of July 29, 1892, I took the register of the two presses, A. B. and C. D., before starting, and remained in the press room or mailing room until the entire edition was dispatched, showing that 54,180 papers had been printed. After running off the daily edition the semi-weekly was put on the presses, and I took the registers in the same order as for the daily. They showed a total number printed of 122,500."

From Nelson Chesman & Co., of St. Louis, Chicago and New York.

A representative of Nelson Chesman & Co. certifies that he made a thorough examination of THE REPUBLIC'S circulation on August 31, and found that 57,960 copies of the DAILY REPUBLIC were printed on that date. He also says that he examined into the circulation of THE SUNDAY and "Twice-a-Week" issues, and that THE REPUBLIC'S claims as to circulation were fully substantiated, and adds:

"To verify the above, I compared these figures with the daily circulation for some weeks previous, and I am satisfied that the increase from day to day is no more than could naturally be expected. What impressed me most favorably was the willingness of every one connected with THE REPUBLIC to place before me any document relating to the circulation, which fact alone would indicate that you had nothing to conceal."

Fac-simile copies of the above reports in full will be mailed to any address on application. For further information address

THE REPUBLIC, St. Louis, Mo.,

Or NEW YORK OFFICE, 146 TIMES BUILDING, NEW YORK.

Invitation.

You are respectfully
invited to attend to the
matter of reserving your
space in Boyce's List
of Big Weeklies for 1893
as the advertising rates
will advance 25% on
January 1st 1893.

Yours Truly
H. H. Boyce.

Chicago.

Oct. 1st 1892

Cover ◀ ▶ the Field



Minneapolis,

The greatest milling center in the world,
Handles more

Wheat,
Lumber,
Flour



than any other American city. It does the
largest jobbing business in the Northwest.

It Has More and greater manufacturing industries
than any other Northwestern city.

It Is a Democratic City,

and the only Democratic daily newspaper published in this, the Northwestern metropolis, is

... The Minneapolis Times

The management "points with pride" to the wonderful growth and, in the Northwest, the unequal success of THE DAILY MORNING and SUNDAY TIMES. Both of these publications have larger circulations than any other morning paper in the Northwest.



FRANK L. THRESHER, Publisher, Minneapolis.



The Great Art

Is in selecting the right medium.

"One paper in a State—THE SALT LAKE TRIBUNE for Utah."—*Geo. P. Rowell & Co.*

The Salt Lake

▲ ▲ Tribune

Not only has a large circulation in Salt Lake City, but reaches saints and gentiles throughout Utah, even unto the inhabitants of Idaho, Nevada and Wyoming.

The Only

First-class daily in its region, and the only paper between Colorado and San Francisco whose business and facilities warrant an issue every day in the year. The only

Paper in Utah

That furnished the American Newspaper Directory a 12-month detailed circulation statement. A false circulation is an abomination, but a guarantee is the advertiser's safety.

The Tribune has a larger circulation than all the other dailies in the Territory combined.

Figures, rates and all information cheerfully given.



Let not the dust gather on your goods, but get THE DUST into your Till by advertising in

The News,

The Leading
Evening Paper

In Baltimore.

A
Business
Paper



A
Family
Paper

Established in 1857, and for 33 years had no opposition, and to-day, as a matter of fact, is without a competitor in its field.

The
Daily News
has a general
circulation in
office and
home.



The
Sunday News
is a popular
family paper
and reaches
all classes.

"Approbation from Sir Hubert Stanley
is praise indeed."

THE RIPANS  CHEMICAL CO.

10 SPRUCE ST., NEW YORK.

P. O. Box 672.

New York, September 24, 1892.

Mr. S. C. Beckwith.

Tribune Building, New York City.

Dear Sir:--

After a careful examination of the advertising done by us
and a consideration of the charges for the same, in connection
with the results achieved in the way of introducing our goods, we
are of the opinion that, all things considered, we have obtained
from the Philadelphia "Item" better results, at less cost, than
from any other single newspaper or combination of newspapers. The
conclusion arrived at was unexpected to us. We communicate it in
the belief that it will be gratifying to you.

Very respectfully,

*The Ripans Chemical Co.
Oscar G. Moses, Pres't.*

The Louisville Courier-Journal



Is a newspaper of world-wide reputation. It belongs to that gilt-edged class of papers which seem to overshadow all others as leaders, and which the people swear by.

The **Courier-Journal** has been a part of Kentucky enterprise and home-life for over sixty years, and to-day is held in higher esteem by the 180,000 people of Louisville and the two millions of Kentuckians than any other journal in the world by an equal number of people.

Its Known Circulation

(Daily, 25,000; Sunday, 37,000; Weekly, 123,000)

Is among the most prosperous and well-to-do class. There is scarcely a village in Kentucky or Southern Indiana not reached by the **Daily Courier-Journal**, while the Weekly covers the whole section thoroughly.

A newspaper so strongly identified with the interests of the country, with such a hold upon its readers, and having so large a circulation among the intelligent and buying class, must be exceptionally strong and good as an advertising medium. It is



Beyond A Doubt.

A. FRANK RICHARDSON,

Tribune Building, New York.

| Chamber of Commerce, Chicago.

Represents only Newspapers of Known Circulation.